Cinematograph Exhibitors Assoc. Debate London Co-operating Scheme—Decision left to Individual Exhibitors

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

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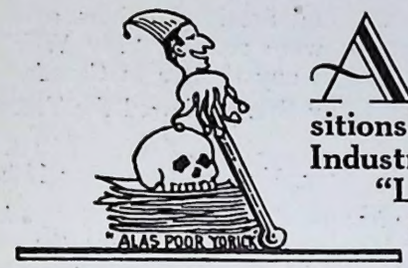
"No Dogs Allowed"



A DOG, like the horse, "is a noble animal. He has four legs, one on each corner." Does this take you back to childhood days, to school days, and compositions? Well, this is not so far removed from the Infant Industry!

"Love me, love my dog" is a universal plea, or threat, dependent upon the intonation.

To have a dog, is to love a dog, not to own a dog is to long for a dog, that is if you have ever watched a man with his dog, or a dog with his boy master.

The heart appeal in "Skippy" was centralized around the dog in the story, and there is no doubt, but that every kid in your neighborhood who does not own a dog, would love to own one; and would jump at such an opportunity if it was offered.

Now your editor would give a dog to every boy in the world, if there were enough dogs to go around, and if your editor had a "corner" on dogs, but if "pigs is pigs", "dogs is dogs"; and this Industry of ours is not going to the dogs without a "yelp" from The Digest.

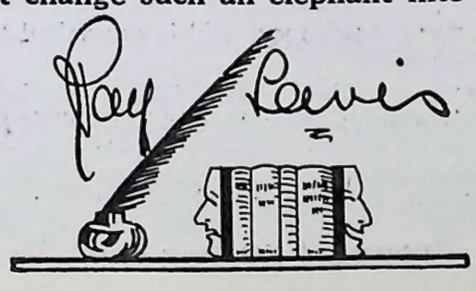
It has been brought to our attention that an exhibitor in Toronto is giving away "pups" at his theatre. Not "red-hot puppies," after the Atlantic City fashion, but real, alive puppies; and having bought up all the stray dogs in the neighborhood, after a run on rabbits, this exhibitor is looking for more puppies as a bonus.

Christmas is coming and Show Business is evidently "putting on the dawg"; but not in the old time ritzy fashion, just plain dog.

If there is one person, we rate next to the hangman, it is the dog-catcher, but nevertheless, if exhibitors begin giving away dogs at their theatres, we will personally call out the dog-catcher!

If it must be a dog, let it be a china dog, not a Pekinese, or any other chinese breed, but an animal cast in the fire, with a glazing process, which gives a fine lustre. A dog that can look at you with that million-dollar expression; and wag his tail in a more expressive fashion than some Talking Pictures, that kind of a dog may be presented upon the screen, for our inspiration, but not at the front of the house for coupons!

Theatres are theatres and not kennels; and although many a million dollar theatre has become a White Elephant, you cannot change such an elephant into a theatre by giving away a dog. Stay away from live stock presents, have pity on the Infant Industry; and remember, although it has been said, that "Every dog has his day," why make him a "gay dog," by giving him a night off?



RAY PRESENTS

RAY LEWIS

TWO B. I. P. features were given a preview showing at the Madison Theatre, Bloor St. W., Thursday, December 10th, by the British International Films of Canada, Limited, under the distinguished patronage of the Hon. George S. Henry, Premier of Ontario. Special invitations were sent out to the Film Trade, the press, government representatives, civic, provincial and Federal, including a long list of prominent Toronto citizens!

About eight hundred guests attended the screening, including Captain Badgeley of the Motion Picture Bureau, Ottawa, who came to Toronto especially to view the pictures.

"The Shadow Between," adapted from the stage play by Dion Titheradge and directed by Norman Walker, substantiated and merited the praise which it had received in England, and which a Canadian representative group awarded it!

Godfrey Tearle in the male lead has long won a reputation for himself for histrionic ability. His work in "The Shadow Between" is most excellent. Kathleen O'Regan in the lead, is a beautiful woman, who plays with dignity, with sympathetic understanding of her part; and who portrays an artistry which should create a fan following for her in this country!

The direction by Norman Walker has a broadness of handling which makes "The Shadow Between" in the class of big pictures. There are flashes of beauty, covering atmosphere, which have not been excelled upon the screen.

We feel with the "Daily Telegraph" critic, that "This is the type of English film for which one may safely prophesy a great reception from popular audiences."

"MY WIFE'S FAMILY," directed by Monty Banks and with Gene Gerrard, Muriel Angelus, as leads, is in truth, an "uproariously funny comedy." No better characterization has been screened than the mother-in-law, by Amy Veness, and Doc Knott by Jimmy Godden.

The New York Times said of "My Wife's Family," "It is calculated to draw quite as well as, if not better than some of the much more widely advertised 'successes' of the screen."

The audience assembled at the Madison preview showing appeared to enjoy "My Wife's Family" immensely, if laughter is to be the gauge with which a comedy's success may be measured.

The audience laughed all through the picture, the laughs following each other so rapidly that many a good line, good for another laugh, was missed; and as the audience left the theatre, laughter still prevailed; and furnished dinner table and fireside laughter, as the amusing lines and situations were retold. "My Wife's Family" should go over big in any theatre in Canada.

The Toronto Daily Star reviewed the Trade Showing as follows:

(Toronto Daily Star, Friday, December 11th, 1931)

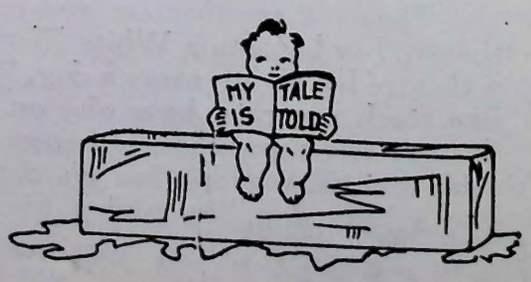
"At the beautiful Madison Theatre yesterday afternoon Mrs. Joshua Smith was the cinema hostess and Premier Henry the official host, for two B.I.P. films from Elstree scheduled for near future release in that house.

"Shadow Between," with Miss O'Regan and Godfrey Tearle, was the serious drama. A well built story, centering on the love of a bigoted rural parson's daughter for a not too brilliant young financier, whose father was a crook and who went to jail for frauds committed by his father and a partner whose former mistress became a thief.

The shadow between the young couple was somewhat lifted when the wife, as Margaret Brown, went to jail because of the other girl's thieveries in a restaurant.

A story with so many weak links and strong situations calls for good acting, and the work of Miss O'Regan and Godfrey Tearle, with a splendid cast, makes the picture a highly creditable addition to the better class of well-acted English films sent over here.

The comedy, "My Wife's Family," presented a farcical burlesque on the old mother-in-law theme. The lines in this are as smart as the characters and predicaments are funny. A fine example of neat English comedy, with an American turn, plenty of action, a profusion of old-fashioned side-splitters and a few dashes of the risque skilfully worked in for condiment. A much funnier comedy than many of the American ones and far less professional."



U.S. Proposal 10 per cent Tax All Admissions starts General Film Battle

The New Film on Broadway

By *Betty Ross*

"THE CUBAN LOVE SONG," from a story by G. Gardiner Sullivan and Bess Meredyth; directed by W. S. Van Dyke; a Metro-Goldwyn-Mayer.

This is an entertaining picture featuring the art of Mr. Lawrence Tibbet whose songs are so appealing to movie fans. Humor, clever dialogue, and music keep the picture moving along at a rollicking tempo.

This story is about marines going to Cuba having a gay old time.

Mr. Tibbett appears as Terry Burke, a young man of good family who, on an impulse of the moment, joins the marines. His buddies, known as Romance and O. O. Jones, are impersonated respectively by Ernest Torrence and Jimmy Durante. They are assuredly a discordant trio, but they seem to enjoy each other's company.

The vivacious Lupe Velez plays Nenita, the obstreperous Havana peanut vendor with whom Terry falls in love. Miss Velez dances energetically; she also adds her voice to some of the interludes of melody and volleys away in Spanish. W. S. Van Dyke, the director, has done well by most of his scenes, especially the sequence in which Terry is taken to a Cuban police station at Nenita's behest, and another in which he helps her by the singing to sell her peanuts.

Mr. Tibbett sings "The Peanut Vendor," "The Cuban Love Song" and "Tramps at Sea."

Karen Morley does excellent acting in the role of Terry's sweetheart.

(Special to Digest from Winnipeg)

Whether it be drama or comedy that is the subject of the moment, British moving picture makers are definitely showing the world that they can produce worthy pictures, and "The Skin Game," a first run B.I.P. drama is a meritorious example of the vastly improved productions from Old Country studios. Plot is good, presentation admirable, talking faultless and photography praiseworthy. What more ingredients could one desire in the make-up of a modern moving picture story. But one, perchance; heart interest; and it has that also, in large measure. The picture opened a week's run at the Osborne Theatre, December 2.

Candidly, "The Skin Game" is a highly creditable production that starts off at a nice lively pace and keeps its rapid tempo unfalteringly to the finish. In one of the chief roles there is Phyllis Konstam, recently married to Bunny Austin, British Davis Cup tennis star; in another, Frank Lawton, the lovable Woodley of "Young Woodley." Then the role of Hornblower, North Counrty business man, is in the capable hands of Edmund Gwenn, with other characters adequately portrayed. Yes, "The Skin Game," a story of democratic business against aristocratic and conservative sentiment, is all to the good.

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Thirty-three Film Representatives German Industry, Sign Pledge Support Readjustment Film Plan

It's a thriller--and you don't have to weep, especially when you see the cash receipts rolling in.

You will pack each show to capacity when you give your lady patrons a piece of Grindley's English Imported Dinnerware FREE. Use it on the slowest nights of the week and see what a thrill it will give the womenfolk--they'll be tickled pink when you say "A GRINDLEY DINNERSET FREE."

We can supply advertising posters, circulars and screen slides to tie up with this deal at a trifling cost.

Fill out the coupon and mail today.

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Gentlemen:
Without cost or obligation to me, please forward me at your earliest, details and particulars in connection with "How I can increase my attendance by using your Dinnerware plan."

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Town ..... P.O.....

Province.....

CAN YOU PICTURE

This Crowd at Your Box Office

The finest talking feature you have ever had --they'll be talking about it all over town, and will they be anxiously awaiting the next Grindley nite? I'll say so, and why not? If it is good enough for Queen Mary it is good enough for anybody's home, and it costs you less. Now, get going, Mr. Show Man, and write us today.

Observations

By The Editor

METRO-Goldwyn-Mayer is announcing a new film sensation in "Possessed," with Joan Crawford and Clark Gable. We hear also that "Possessed" is beating the "Susan Lenox" business.

It is glad news, Christmas cheer, great to hear of good business and still better business. It was like a Christmas box to hear that Loew's intended paying the annual $4.00 dividend, in spite of so many "pass ups" in the financial land of dividends.

Many times The Digest has emphasized the importance of sticking to show business. If you are a producer, produce. If you are a distributor, distribute. If you are an exhibitor, be a showman.

The combination of the three, producer-distributor-exhibitor, cannot make the respective units in such a combination, equally successful. For if "Peter must be robbed to pay Paul," who will pay Peter?

* * * *

IT IS quite true that Peter and Paul may be brothers under the skin, or twins, that they may have one exchequer, because the producer is a distributor, through the fact that he must have the machinery to market the picture he produces, but exhibition involves an entirely new enterprise, which must be in direct competition with the producer-distributing units, even if these are in direct affiliation.

Buying pictures at the best price possible, would indicate the best net results, financially, for the theatres. Now it is only logical to conclude that theatres make an effort to buy as cheaply as possible in order to show larger profits, and that producer-distributors desire to sell at the highest price possible. When the producer-distributor-exhibitor combination is effected, there can be no such bargaining, or trading for either of the three units involved. The policy of the company must be followed to make money for production and distribution, or to make money for exhibition. Both can operate profitably, but both cannot develop, or expand equally profitable! One unit must be sacrificed for the aggrandizement of the other.

* * * *

NOW in our business, we have observed that the trio-combination has been featured. That producer-distributors followed a policy of theatre expansion, affiliation, absorption. Theatres and more theatres became the motivating force. It may have been caused by the failure of Wall St., to see as much security in a negative, as in a Film building, but it may also have been occasioned through a lack of showmanship vision; and through a lack of good business application and methods.

We are familiar with the old alibi, theatres for protection, security of distribution. True in principle, but unsound in the manner of its application.

It is the theatre expansion and not productions, which has caused a financial crisis in our Industry.

While pictures were weak, it is equally true that we have had exceptionally fine pictures; and as true, that if so much attention had not been given to "theatre grabbing" the weak pictures may not have been produced, for the Showmen would have had the necessary interest and time to watch production!

* * * *

METRO-GOLDWYN-MAYER has steadfastly remained away from the "theatre-grabbing and theatre-expansion epidemic." It has built and strengthened a producing and distributing organizations which gives it unquestionably first place. It made "rising stars," when other "wise showmen" were making "falling stars." That is why in presenting a star, or a picture, such as it presented in The Digest, last week, front page, its advertisement states, "you know the company."

M-G-M has confidence in its trademark; it has endeavored to maintain this confidence with its trade.

* * * *

"PLUNDER," a British and Dominions feature released in Canada through the Regal Films, has long been awarded praise in The Digest for the excellence of its production. It is playing The Uptown, the coming week, and should prove a substantial box-office draw.

"Plunder" was presented in London, at the Gala Performance, for the Prime Ministers of the Dominions. Your editor viewing this picture in London, recommended its purchase by Regal Films. Exhibitors cannot go wrong with this British success, which leads us to conclude that soon, very soon, British pictures of quality will become identified with box-office records, and inspire their distribution in all the theatres in Canada.

* * * *

COUNSEL for the Film Interests involved in the Film Combine prosecution appeared before Justice Wright in the Assizes, to seek particulars governing the charges under which they are defendants.

Mr. R. H. Greer, K.C., Crown Prosecutor, stated that the particulars as cited were adequate. Judgment, was reserved.

* * * *

"Lord Richard in the Pantry," distributed through Columbia Pictures was edited and recut by A. Goldberg of the Film Editing Service Co., Film Building, 277 Victoria St. Mr. Goldberg, who has been associated with studios in Hollywood, specializing in this particular work, is now permanently located in Toronto.

* * * *

THE CINDERELLA THEATRE, on Kenilworth Ave., north of Main St., Hamilton, has been acquired by R. L. Gregory, who is the owner of several theatres in Ontario. The auditorium of the theatre has been remodelled, new Sound installation introduced and other improvements made for the recent opening.

Senator Dill announced he would ask Senate to Authorize Investigation R.K.O. Refinancing Plan

Toronto Theatres

LOEW'S—Manager Jules Bernstein—Greta Garbo and Clark Gable in the Metro-Goldwyn-Mayer production "Susan Lennox, Her Fall and Rise." Greta is a young girl living on her uncle's farm. He is very mean to her, and decides to marry her to a man who is much older. The night she is told of this intended match, her future husband stays at her home, and during the night comes to her room. Terrified she runs away, and as it is a stormy night, takes refuge in Gable's home. She stays there for quite awhile and they fall in love. Clark has to go away, but promises to return and marry her. While he is away her uncle comes to get her, but she runs away from him and joins a circus. When the circus owner discovers that she is running away, he forces her to become his mistress, in return he does not tell that she is with the circus. When Gable returns and finds this out, he leaves, not waiting to hear her explanation. Greta then goes from one man to another, and finally becomes the mistress of a very wealthy man. She invites Gable to her home, and he tells her that he went back to the circus for her, and she is delighted to hear this. But they again part in anger. Greta searches for Clark, forsaking all her wealth and position, and becoming a dance hall girl. She finds Clark, who is now a drunkard, and they become reconciled and start out anew. Directed by Robert Z. Leonard.

UPTOWN—Manager Tom Daley — "A Dangerous Affair," with Jack Holt and Ralph Graves. It is a mystery melodrama, with all the accompaniments of trap doors, secret passages in the wall, and mysterious murders. The Randolph family have gathered at a lonely house, to hear the will, which will resolve who is to get the Randolph millions. The eerie place gets on everyone's nerves, especially when the lawyer, who is to read the will, is found murdered. Jack Holt, a Police Lieutenant, sets out to get to the bottom of this mystery, he is assisted by his pal, Ralph Graves, who is a police reporter. The mystery is finally unravelled, and the reason discovered for mysterious disappearances, etc. The supporting cast consists of Sally Blane, Tyler Brooks, and Blanche Frederici. The story is by Howard J. Green, and it is a Columbia picture, directed by Edward J. Sedgwick.

IMPERIAL—Manager H. V. Knevels — A Columbia production, "The Platinum Blonde," with Robert Williams, Jean Harlow and Loretta Young. Robert Williams, a newspaper reporter, falls in love with and marries Anne Schuyler, daughter of a very wealthy family. At first Robert thinks that Anne will be willing to live in his little apartment, but he soon learns differently; and the result is that he lives at the Schuyler mansion. After a while he even gives up his job, and his old pal, Gallagher, Loretta Young, who is in love with him. He gets the name of the Cinderella Man, and is becoming very disgusted with everything. One night Loretta comes to his home, and is treated very meanly by Robert's wife. For the first time, Robert realizes that Loretta is not just a pal, but a very pretty young lady. One night when his wife goes out, he has his friends up to the house, and they come very near to wrecking the place. When his wife comes home and finds Loretta in Robert's room, she makes a scene, and Robert leaves. He lets Anne get a divorce, and he asks Loretta to marry him. Directed by Frank Capra.

TIVOLI—Manager James Lynch—Seth Parker in the R.K.O. - Radio picture, "Way Back Home."

SHEA'S—Manager Jerry Shea—"The Road to Reno," a Paramount picture with Lilyan Tashman, Buddy Rogers, William Boyd, Peggy Shannon and Irving Pichel. Lilyan Tashman is going to Reno to divorce her husband. Irving Pichel, she is accompanied by her daughter, Peggy Shannon. On the train they meet Buddy Rogers who immediately falls in love with Peggy. Lilyan Tashman tells her daughter that she is going to marry William Boyd, but at the wedding Boyd is killed by Lilyan's son. She returns to her husband, and Peggy marries Buddy. The story was based on the novel by Virginia Kellogg, and it is directed by Richard Wallace.

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Every item of any particular brand or make used in or around a Theatre we can either supply from stock or obtain for you on short notice.

Simplex, Powers or Motiograph Projectors, Assemblies and Repair Parts. (Direct Factory Representatives).

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And a similar complete line of all other worthy supplies for the efficient running of your Theatre.

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THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

Give Independents chance to run theatres now unprofitable to Big Circuits advises Walter Vincent

Round About the Studios

Miljan Cast for District Attorney "City Sentinel"

John Miljan seems to be a perfect district attorney for the screen. No sooner did he finish the prosecutor's role in "Emma," than he was cast as the state's attorney in "City Sentinel," Metro-Goldwyn-Mayer's drama of police life.

The new picture, which Charles Brabin is directing, is a vivid story of the police and their problems, and shows "inside" conditions in a large American city.

A notable cast appears, including Walter Huston, Jean Harlow, Jean Hersholt, Wallace Ford, Tully Marshall, and many others of note.

The story is by W. R. Burnett, with dialogue continuity by John Mahin.

New Buck Jones Special

Columbia's next Buck Jones Special which carried the working title, "Justice Rides Again," has been permanently named "One Man Law." Lambert Hillyer directed. In the cast are Shirley Grey, who plays opposite Jones, Harry Todd, Robert Ellis, Richard Alexander, Henry Sedley and Murdock McQuarrie.

"The Beggar Student" Completed

Work has been completed on the British Lion's production, "The Beggar Student." Mr. John Harvel is the director. The picture is right up to schedule.

New Addition to Cast of "Freaks"

Mathilda Comont's work in "The Cuban Love Song" has won the French actress another important role. She was cast last week in "Freaks," Metro-Goldwyn-Mayer's drama of circus side-show life, to play the cook and general caretaker of the strange performers in the sideshow.

"The Soul of Jenny Pearl"

The above has been fixed for the provisional title of Compton Mackenzie's "Carnival," adapted and directed by Anthony Asquith, and we understand that this picture was presented at the London Pavilion on Thursday, December 10th.

"The Return of Bulldog Drummond"

"The Return of Bulldog Drummond" will be the next picture to be produced by Associated Metropolitan Productions at Elstree.

The film will be based on one of the thrilling stories concerning this attractive personality by "Sapper," and a special adaptation for the screen is now being prepared.

U. A. Release Dates Set

National release dates have been set by Al Lichtman, Vice-President and General Manager of Distribution of United Artists, for three more pictures on that company's program. They are: "The Struggle" - January 9th. "Cock of the Air" - January 23. "Sky Devils" - February 6th.

Cast of "The Impatient Maiden" Completed

With the signing of Helen Jerome Eddy, Andy Devine, Una Merkel and John Halliday, James Whale completed the cast in support of Lew Ayres in "The Impatient Maiden." This Donald Henderson Clarke story got under way at Universal City on Monday.

Betty Fields in "Bill Takes a Holiday"

An interesting newcomer to British films is Betty Fields, a younger sister of the inimitable Gracie, and she will play the part of a comedy soprano at a prison concert in the new B.I.P. film, "Bill Takes a Holiday."

Clara Bow Signed by Columbia

Columbia Pictures, announces the signing of Clara Bow, former Paramount star, under contract whereby Miss Bow will appear in a special to be produced at Columbia's Hollywood Studios.

Premiere of "The Struggle" at Rivoli

Word having gone around that "The Struggle," D. W. Griffith's new picture, deals courageously with speakeasies and bootleg liquor, scores of leading Prohibitionists and anti-Prohibitionists were securing tickets for the premiere at the Rivoli Theatre Thursday evening, December 10th, at nine o'clock.

Clark Gable M-G-M Player Gets Raise

Clarke Gable, Metro-Goldwyn-Mayer feature player has just been given a raise, but the company will not state the amount. Gable failed to appear when the began shooting on "Polly of the Circus," in which Gable plays the lead opposite Marion Davies. Gable refused to begin work until he had the desired raise.

Laemmle Jr. Purchases "The Left Bank"

Carl Laemmle, Jr., last week purchased Elmer Rice's current New York stage success, "The Left Bank." This purchase was made on the advice of John M. Stahl, who has been in New York for the last few weeks, re-metropolitanizing himself and looking at all the New York shows. Stahl will return next week to shoot Fanny Hurst's "Back Street."

Monty Banks at Work on Film

For his film "Bill Takes a Holiday" which he is directing for B.I.P. at Elstree, Monty Banks has had the interior of a prison — complete with Governor's office — built in one of the studios.

In order that the scene should be perfect in every detail a visit was paid to one of H.M. prisons where data was secured from which the set was built.

Four M-G-M Features on Broadway

Metro - Goldwyn - Mayer had four features running on Broadway, "The Champ," at the Astor; "Ben Hur" at the Rialto, "Possessed" at the Capitol, "Cuban Love Song" at the Roxy.

Carr Given Role in "Courage"

Frederick Carr, veteran character actor, has been assigned to the role of the grumpy British admiral in "Courage," Robert Montgomery's new Metro-Goldwyn-Mayer starring vehicle.

In the picturization of the original Frederick Lonsdale story, Carr will be seen as the father of Madge Evans who plays opposite the star. He last appeared in a featured part in "Waterloo Bridge."

Warners say Receiver Suit without foundation

BOX-OFFICE STARS

IN RKO PATHE

BOX-OFFICE HITS!

POLA NEGRI	in "A Woman Commands". The world's greatest living actress in her first talking picture.
CONSTANCE BENNETT	Released—"The Common Law". Shooting—"Lady With A Past". Preparing—two more.
ANN HARDING	Released—"Devotion". Shooting—"Prestige". Preparing—"Women Need Love", and one more.
HELEN TWELVETREES	Released—"Bad Company" and "A Woman of Experience". Shooting—Untitled feature. Preparing—"Veneer."
INA CLAIRE	Released—"Rebound," a current record breaker at box-offices from coast to coast.
BILL BOYD	Released—"The Big Gamble". Completed—"Suicide Fleet". Preparing—"Bad Timber" and one more.
EDDIE QUILLAN	Released—"Sweepstakes" and "The Tip Off". Completed—"The Big Shot". Preparing—one more.
ROBERT ARMSTRONG	Released — "The Tip Off". Completed — "Suicide Fleet". Shooting—Untitled feature starring Helen Twelvetrees.
TOM KEENE	Released — "Sundown Trail" and "Freighters of Destiny". Preparing — "Partners" and 3 more whirlwind westerns.

Favorite Stars and Good Stories Splendidly Produced Have Put RKO Pathe Pictures at the Top of the Season's Money-Getters!

Distributed in Canada by Regal Films Limited

Get an Earfull-- All You Doubters!

Read what the Exhibitors Herald, leading trade journal of the U.S.A., says of a "VICTORY GROUP" release

"THE SPECKLED BAND" brings the second of a series of Sherlock Holmes productions to this country from England. And it also brings the first characterization of this great detective by an actor of real merit who has not been instructed to make this world-famous detective of fiction a burlesque. No six-inch magnifying glass for this Sherlock. No, sir. He's a likable and entertaining character all along the line. And a great actor to boot.

Naturally, outside of the large key cities where Raymond Massey may make a stage appearance on his present American trip, there are no names to really sell, but that handicap may be overcome by intelligent merchandising on your part.

The title has a certain amount of "box office" value by reason of its detective and mystery slants and also the world famous reputation of Sherlock Holmes and Doctor Watson. That's where you must capitalize. Next, work the mystery angle as strongly as possible into your exploitation and newspaper campaign. Properly sold, it ought to do a good business for you.

"Audience" value is great. Entertaining and interesting, it holds you from beginning to end. The more you see of Holmes the more you like him, and what's more, he's so convincing as the great detective that never for a moment does he get on your nerves with silly "detecting" of the type that we all, including your audience, dislike.

OK for both the kids and Sunday showings. Fits any spot you have on your present playing policy, but in many spots will be considered excellent week end entertainment. That's up to you to decide. But don't hesitate to play it and plug Massey, especially if you've bought the rest of the series. He'll get you money if he plays your house again.

—CHARLES E. LEWIS.

Charles ("Chic") Lewis conducts "The Managers' Round Table Department" in The Exhibitors Herald. HE KNOWS THE SHOW BUSINESS and, above all, HE KNOWS PICTURES!

If New York Welcomes Empire-Made Features of *"The Victory Group"*---if the Leading First Run Houses Throughout the U.S.A. Realize Their High Box Office Value---Shouldn't You, as a Loyal Canadian Exhibitor, be Showing Them?

Regal Films Limited, Sole Canadian Distributors